Automotive News®

April 16, 1990

©Entire contents copyright 1990, by Crain Communications, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

65th year—$65.00 per year, $2.00 per copy

C2710-3

GM to pay dealers 5% on carryover sales

By Michelle Krebs
and Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — General Motors will offer dealers a novel twist to its traditional 5 percent carryover allowance on vehicles left in inventory when the 1991 model year begins. It will pay dealers 5 percent of sticker price when the vehicle is sold.

The new program is limited to 1990 models delivered to customers after the start of the 1991 model year through Dec. 31, said Robert Ogden, general director of sales operations and dealer relations on GM's customer sales and service staff.

Dealers also may have the option of surrendering all or part of the 5 percent payment to participate in an end-of-model-year promotion. GM has yet to decide if it will offer such a program.

Since the 1950s, GM has paid dealers 5 percent of sticker for all cars left in stock when the new model year begins. In recent years, because of high inventories, GM has held promotions to clear vehicles from dealers' lots.

Dealers have had to give up part or all of the carryover allowance to participate in those campaigns.

As part of last year's promotion, for example, GM gave dealers percentage amounts of the carryover allowance based on sales targets set for them by the automaker.

Ray Green, president of the National Automobile Dealers Association, whose dealerships include two Chevrolet stores, called the new program a compromise by GM and said it is a sign that GM is listening to its dealers.

He said NADA's position is that the automakers should reinstate the carryover allowance.

"The only difference I can see between the traditional carryover program and this one is when the dealers are paid," he said.

Under the former system, dealers were paid in one lump sum for their carryover inventory shortly after new models were announced. But under the new program, dealers are paid when they sell a vehicle.

Green said he believes Ford Motor Co. and Chrysler Corp. will follow GM's lead. Ford and Chrysler also canceled the carryover allowance and substituted incentive programs.

He explained that in the past, manufacturers recognized that cars left over after new-model introduction had less value. Hence, the automakers gave dealers a 5 percent adjustment.

He said the new program enables

see GM DEALERS, page 45

'89 pay slimmer for Big 3 execs; Petersen tops

By Charles M. Thomas, Michelle Krebs
and Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — Salaries for most top executives of the Big 3 inched upward in 1989, but their total compensation dipped from 1988 in most cases, according to proxy statements mailed to shareholders last week.

Retired Ford Chairman Donald E. Petersen topped the Big 3 executives last year with total compensation of $6.5 million.

General Motors

Roger Smith

Total compensation for the top five General Motors executives in 1989 dropped from 1988, reflecting lower corporate earnings. Their salaries rose, but stock bonuses, which are tied to GM performance, declined slightly, according to the GM proxy statement.

GM's annual meeting is scheduled May 25 in Detroit.

Salaries were up as much as 15 percent while bonuses dropped by lesser proportions in most cases.

Compensation of top officers, 1989 vs. 1988:

- Roger B. Smith, $2.5 million and $3.7 million.
- Robert C. Stempel, $2.1 million and $1.9 million.
- Lloyd E. Reuss, $1.4 million and $1.5 million.
- F. Alan Smith, $1.5 million and $1.6 million.
- John F. Smith Jr., $1.1 million; not listed in 1988.

The top 59 officers of GM earned $15.4 million in salary in 1989. That compares with $14.9 million for the top 57 officers in 1988.

A shareholder proposal in the

see COMPENSATION, page 43

Turin show car **The Escort-based Mini-MPV from Automotive Industry Design's West Coast studio will be a Turin show attraction. A preview of the show is on Page 6.**

GM and Asia are sales stars

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Heavy incentives in the first quarter pushed General Motors' share of the car and light-truck market up nearly a percentage point over last year's first quarter.

Chevrolet's Geo line of Japanese-built and -engineered vehicles provided the biggest boost for GM, the only member of the Big 3 that didn't lose sales and market share to the Japanese in the quarter.

Led by big gains at Toyota, Honda and Mitsubishi, Asian automakers picked up three percentage points of car market share, to 28.48 percent, and 1.72 points of combined car and truck market share.

Total U.S. car and light-truck sales in January through March were 3,462,930, down 0.83 percent from 3,492,147 in last year's first quarter. Light-truck sales rose by 5,010 units as domestic makers picked up 0.69 of a percentage point of market share.

For the quarter, Chevrolet was the nameplate leader in car sales for the first time since the second quarter of 1987, although Ford Motor Co. continued to lead in combined sales of cars and light trucks.

Lee McMillan, senior investment analyst with Marxman Management and Research in Northbrook, Ill., said Ford basically spent most of its incentive money in January while GM, "if anything, accelerated theirs."

Toyota, the No. 3 vehicle seller in the U.S. behind Chevrolet and Ford, continued to make inroads. Toyota's market share increased

see SALES, page 45

Car & light-truck market

Market for first quarter 1990 and change in percentage points from first quarter 1989.

AUTOMOTIVE NEWS / CHARLOTTE WINTER

UAW hungry to use GM's growth fund

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Five years ago, Whitey Hale was excited.

In the midst of plant closings and layoffs, Hale saw an opportunity for thousands of laid-off workers from his local union in Flint, Mich., to get back to work.

Not making cars, but making beverage containers in a joint venture with Dow Chemical Co.

Hale needed $30 million from a $100 million fund established by General Motors in 1984 for such projects. He never got the money. The workers didn't get the jobs.

Hale, president of UAW Local 326, is not a lone ranger. UAW officials say at least 30 other new-business proposals have been turned down by GM and that the automaker has not relinquished one penny of the promised $100 million in the Growth & Opportunity Fund.

"This will be an issue in 1990," says Cal Rapson, administrative assistant to Stephen Yokich, director of the UAW-GM department. He was referring to this year's contract negotiations.

"This is supposed to be a joint progam, but GM always has the final say-so; we will make sure the criteria are clear this time."

Ford Motor Co. implemented a similar program called the New Business Development Group in the 1987 contract year, funded with $30 million. Chrysler Corp. does not have a program.

The intent is to encourage unions to suggest non-automotive business ideas to provide jobs in areas hit by plant closings and layoffs.

Both GM and Ford agreed that their funds were flexible and could go higher than the stated amounts, but so far GM has spent no fund money. Ford has used $500,000, for a nine-month project at an engine

see IDLE FUND, page 43

INSIDE:

Future Shoccc, frugal luxury: Ford used the New York Auto Show to show off its ShocccWave concept car. Introductions of entry-level luxury cars from BMW and Infiniti garnered much press attention. Page 4.

Canada a 'Favorit' to get Skoda; U.S. sales eyed

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

PRAGUE, Czechoslovakia — Skoda, the Czechoslovakian carmaker, is likely to introduce its Favorit subcompact in Canada next year, and some time later hopes to begin U.S. sales with help from a Western partner.

Jindrich Nevrla, deputy director of Motokov, the Czech auto industry export agency, said sales through a U.S. dealer network is "very possible," provided production is increased.

Skoda is talking with several Western automakers. Sources here say Volkswagen AG has the inside track while others say General Motors and BMW AG are in the running. U.S. sales could begin in three or four years.

About a year ago Skoda introduced the Favorit, a Bertone-designed, Porsche-engineered subcompact.

Czech auto officials say a key element in any deal is at least doubling Skoda's capacity, which is just over 200,000 units annually.

"With the current production level, going to the United States is out of our reach because 120,000 cars stay at home," he said.

Nevrla said a partner would help the company meet U.S. safety and emission requirements: "We have the catalytic-converter-equipped version of the car which, from the emissions point of view, could be sold in the United States. But there are other things, like passive restraints. We made a study, and there were about 15 changes that would have to be made."

But some Motokov officials say any boost in output should be used to increase sales in existing Western European markets. "We are selling 16,000 to 17,000 cars in Britain, with 0.7 percent market share," Nevrla said. "If Lada can sell 25,000 to 30,000 there, why can't we?"

Moreover, the collapse of U.S. Yugo sales is a concern. "To be honest, the Yugo story is scaring me. It was a big success, then suddenly it was like a deflating balloon," he said.

As for Canada, enactment of stricter emission rules interrupted Skoda sales in 1985. At that time, about 50 dealers sold a rear-engined model.

"We weren't prepared," said Josef Hlavacek, Motokov's commercial director, who was assigned to Canada at that time.

Volvo: Link with Renault to cut costs

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Aiming to head off opposition to its pending alliance with Regie Nationale des Usines Renault, AB Volvo last week told stockholders the proposed partnership will slash operating costs and would have boosted last year's profits.

Volvo and Renault have agreed to a cross-ownership arrangement and technical and industrial cooperation on cars, trucks and buses.

In its 21-page prospectus, Volvo said the savings would be realized through economies of scale in research and development, component purchasing and marketing.

It said Volvo would save 800 million kronas (U.S. $131 million) annually within two to five years and two billion kronas (U.S. $328 million) a year within five to 10 years.

A Volvo spokesman said the two billion kronas would be divided almost equally between the company's truck/bus and passenger-car operations.

Volvo estimated that pre-tax profits last year would have amounted to 7.87 billion kronas (U.S. $1.29 billion) had the alliance been in effect, 19.2 percent higher than the actual pre-tax result of

see VOLVO, page 44

HIDDEN IMAGE: HANS G. LEHMANN

A heavily disguised test mule of Mercedes-Benz's F100 minivan, right, spied during testing with a Pontiac Trans Sport. Sides and rear of mule are from a Renault Espace minivan, but front end is altered slightly to accept variety of Mercedes engines. Four-wheel-drive prototypes have been tested.

Mercedes minivan cruises toward '93 debut

By Walter Hoenscheidt
SPECIAL CORRESPONDENT

STUTTGART, West Germany — The new Mercedes-Benz minivan, currently being tested in highly disguised form, is expected to premiere at the 1993 Geneva auto show.

The vehicle is described by company insiders as a pre-development project, but most Stuttgart sources expect full development.

It is known internally as the F100 and as *Grossraumlimousine*.

The European minivan market has largely been the preserve of the Renault Espace. Until now, its only competitors have been a handful of imports from Japan and Chrysler Corp., but all other major automakers are known to be working on challengers, including Mercedes and BMW.

The Mercedes vehicle, photographed during winter testing alongside a Pontiac Trans Sport, was heavily disguised to look like an Espace. Underneath, it is all Mercedes.

The German company plans to make its minivan different in several major respects from other models on the market.

Based on a lengthened W124-series chassis, the pre-tests have been run with several existing engines ranging from the 2.3-liter four-cylinder to the 3-liter six-cylinder. The 5-liter V-8 is scheduled to power top versions.

Rear-wheel-drive and four-wheel-drive versions are planned.

Mercedes wants the minivan's driveability, including top speed and ride, to be superior to all others. Depending on the engine, top speed will be 115 mph to 145 mph.

The gearshift will be near the steering wheel, leaving space around the front seats.

According to *Bunte* magazine, Mercedes minivan prices will start at 60,000 German marks, about $36,000.

Iacocca show plays to big crowds, gets mixed review

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

In a world where timing is everything, Chrysler Corp. Chairman Lee Iacocca has had a knack for being the right man at the right time.

In the late 1970s, Iacocca managed to convince an unsympathetic Congress to provide a $1.2 billion bailout for the faltering No. 3 automaker. In the early 1980s, he went on a tour to unveil the prototype of what is now Chrysler's highly successful minivan.

Times are tough again at Chrysler. The company is saddled with a fourth-quarter loss of $664 million, declining market share and a reputation for producing some cars with boxy styling.

So in an effort to polish Chrysler's image and spread the word that its cars are comparable in quality to Japanese models, Iacocca has taken his show on the road once more.

With more than a dozen moving vans filled with new production and concept Chrysler vehicles in tow, Iacocca is leading "Chrysler in the '90s" a six-city tour that began in Washington D.C. on Feb. 21 and ends May 18 in Los Angeles.

Two stops remain for Lee Iacocca's road show: Chicago, Los Angeles.

After Washington, the revue rolled into Dallas (March 8), Atlanta (March 21) and New York (March 28). It is scheduled to hit Chicago on April 25.

Admirers and the curious have turned out in full force. During the day-long events, Iacocca plays host to 1,500 to 2,000 invited guests in-

see IACOCCA, page 43

Toyota exec points to new products in rebuttal to Iacocca tongue-lashing

By David Versical
NATIONAL EDITOR

NEW YORK — Like ball players who dismiss sharp-tongued opponents by pointing to the scoreboard, two import executives took shots at Lee Iacocca and his cross-country crusade last week.

"If Chrysler really wants to be competitive," advised Robert McCurry, executive vice president of Toyota Motor Sales U.S.A. Inc., "they should stop complaining and redirect profits into new product."

McCurry, speaking at the New York auto show preview, boasted that Toyota has introduced seven new products in the last year — the four-door 4Runner, two Lexus models, Celica, Previa, MR2 and Land Cruiser.

"At Chrysler, they call that kind of new-product pace 'economic aggression,' " McCurry said. "At Toyota, we call it taking care of our customers."

Those new products have helped Toyota boost its car and truck sales by 7.66 percent in the first quarter, while Chrysler's are down 7.39 percent, so Iacocca's campaign has not hurt Toyota, McCurry said.

Even tiny Isuzu Motors, which sells about one vehicle for every dozen sold by Chrysler, took a shot.

"There's a guy who's going around the country saying, 'If you can find a better car, buy it,' " said Jack Reilly, senior vice president and general manager of American Isuzu Motors. "Apparently they are buying a lot of ours and not his." Isuzu's car and truck sales were up 4 percent in the first quarter.

McCurry, a former Chrysler executive, said he decided to speak up because Iacocca has been "stretching the truth" in his ads and public appearances.

INDEX

Around the world	22-26
Auction dates	31
Classifieds	35-42
Coming events	42
Dealing with dealers	34
Digest	44
Engineering	20
Incentive watch	48
Inventories	44
Late news	8
Legal briefs	21
Letters	14
Marketing and media	27
Opinion	12
Personnel	30
Production	49
Sales, first-quarter table	45
Truck industry	16

65th year—No. 5335

Advertising Production Department (313) 446-6063
Circulation Department
In Michigan (313) 446-0480
Outside Michigan 1-800-992-9970
Classified Ad Department (313) 446-6065
Display Ad Department (313) 446-6030
Editorial & Business Offices (313) 446-6000

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in May at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

COMMENT

Lee is right; buyers choose transplants over U.S. sisters

BY WILLIAM R. DIEM

William R. Diem is assistant managing editor of Automotive News.

Lee Iacocca could be right when he rages at his executives in a current Chrysler television commercial.

He charges that Americans favor Japanese brands over American brands, even when they come off the same American assembly line.

In three out of four cases, Americans do. In 1989, four sets of vehicles largely built in North America were sold under Japanese and American nameplates. Japanese versions outsold their American counterparts in three cases, and Ford Probe outsold Mazda MX-6 in the fourth.

In all cases, sales per dealership were considerably higher for Japanese brands, which have smaller networks.

Sales results show how buyers back up their perceptions with their money. But are Japanese cars better, too?

No.

They are essentially the same vehicles, built on the same assembly lines by the same workers. They ought to score the same on buyer perception of quality, but they don't. The American versions tend to score better.

J.D. Power and Associates has data about a year old on three of the four sets of cars. Mitsubishi Eclipse-Eagle Talon-Plymouth Laser wasn't on the market yet. Toyota Corollas and Chevrolet Novas and Geo Prizms from New United Motor Manufacturing Inc. were judged about equal.

For the Probe/MX-6 and Geo Tracker/Suzuki Sidekick, purchasers of the Japanese brands reported about 10 percent more problems per 100 cars than buyers of domestic brands, said Power analyst Dave Whiteside. At least one model involved in this article scored below average, so J.D. Power's policy on non-disclosure in that case prevented Whiteside from revealing actual scores.

Why would nearly identical cars score so differently? Power's data were not detailed enough to say, but there are these possibilities.

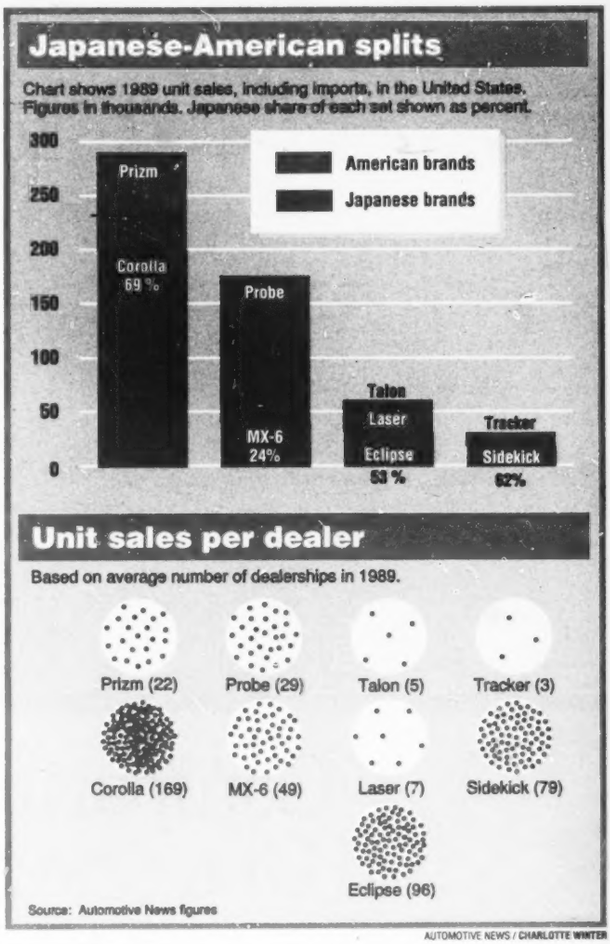
- Different materials in instrument panels, for instance, could contribute to squeaks and rattles. In both sets of cars where the Japanese were rated worse, squeaks and rattles were a big contributor.
- Dealer preparation at the domestic dealerships could be better.
- Differences in the distribution system between factory and dealer could cause initial quality defects observed by customers.
- Different expectations could contribute. Customers seeking perfection from a Japanese company might more readily complain of a squeak than a domestic customer who has accepted squeaky cars in the past.

For more modern diseases, scientists discover complex causes. A little bad diet, a little weak gene and a little dirty air can combine to kill a man's heart. Sales scientists need to study more before they can explain why American buyers rate the American version of a car higher, and then don't buy it. They will need to look at advertising budgets, manufacturer rebates, corporate personality and dealer attitudes. Some obscure combination of tiny factors is no doubt at work.

Meanwhile, car companies can rail at the phenomenon, as Iacocca and Chrysler are doing. They can shrug and try to take advantage of it, as Geo is doing. ("In the '70s, it was Toyota. In the '80s, Honda. For the '90s, get to know Geo," say the ads, as if Geo were a new Rising Sun company and not a Chevrolet marketing idea for cars from three sources.)

But without knowing why it happens, we can agree that it does happen.

When the step-sisters leave the transplant and go to the sales dance, buyers flock around Kimiko; Karen is the wallflower.



★ '89 & '90 Cadillac "S-t-r-e-t-c-h-e-d" Limos ★
★ Also '89 & '90 Lincoln Limos

"IMMEDIATE DELIVERY" ★$37,900★ "IMMEDIATE DELIVERY"

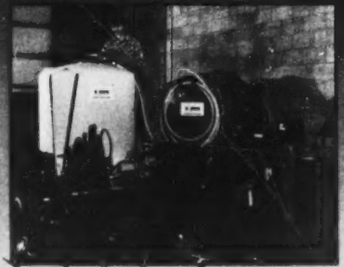
"AMERICAN CUSTOM COACHWORKS, LTD."

The all new special sizes 46", 50", 54", 60", 64", and styles that are definitely the best value and quality that you can acquire. You may choose from cars in production for immediate delivery of approximately 74 units, or you can place your order to build a custom limo to your specifications. We are a 38 year old, family owned co. and we welcome your inquiry . . . and your purchase of our quality limousines.

CALL (213) 272-7908 OR (213) 278-0643
FOR MORE INFORMATION
"DEALER POINTS AVAILABLE" EB 31

Circle ReaderService #5

Make Your Own Spot-Free Water For Car Wash Savings!



• Automatic Car Washes
• High Pressure Sprayers
• Home Use

LEASE or PURCHASE

Dealers Say It Best!
"A great time and labor saver. After seeing it work, we purchased more for our Pekin, IL dealerships."
Jeff Velde, Velde Ford
Vero Beach, FL

SOBRITE™

Ask about So Brite's "Little Squirt" cart system.

PURE WATER FOR SPOT-FREE WASHING

JH Systems, Inc. • 809 W. Center • Eureka, IL 61530
1-800-SO-BRITE • In IL 309-467-2335
Selected Distributorships Available

ATTENTION: Ford Family Dealers. Systems available through your Rotunda program.

Circle ReaderService #6

LETTERBOX

No quality gap

The article "Iacocca must lead" (Comment, April 9) was both intriguing and frustrating.

The analysis of Lee Iacocca's nationwide tour and Chrysler's advertising was thought-provoking. The comments about quality were very frustrating and seemed to conflict with your Page 3 article in the same issue headlined, "Mercedes, Buick, Toyota rated most dependable of '85 cars."

The Comment article said, "All the initial quality surveys show that on average, Japanese cars break less than American cars. General Motors executives even admit that they made junk in the mid-1980s."

I don't recall reading any such public admission by any GM executives. If they had, it would appear that the recent J.D. Power survey would have proven them wrong.

Your Page 3 article pointed out that Buick ranked highest in domestic brand dependability for 1985, and GM was the highest-ranking domestic manufacturer.

The initial quality surveys mentioned in the Comment article are now showing that the Japanese initial quality lead is a mere 0.5 of a defect. Let's face it, the typical consumer and those of us who deal with them every day on the retail firing line have great difficulty defining one-half of a defect.

Since the writer seems to enjoy anecdotal evidence, like the "friend's flaw-filled Oldsmobile" compared to a test drive in a Mercury Cougar, may I offer some of my own. A customer of ours, a Buick owner, said in effect, "I think this Iacocca guy is right. Those Japanese cars aren't really so darn good. I've owned GM products for 20 years, and I've been real happy with them."

The fact is, there is no longer a significant difference in quality between the major international automobile manufacturers. Typically, public perception lags behind reality. About a year from now, the popular press will finally figure out that the quality difference between domestic and imported automobiles is slim to none.

Soon we will see all kinds of "informative" stories with titles like: "American auto industry whips quality problems;" "GM back on top in quality;" "Auto quality gap narrows dramatically."

The quality battles of the early 1990s will be fought more in the marketing and public relations arena than in engineering or manufacturing. By 1995, the public perception of quality will be about the same as it is for fuel economy today, "standard equipment," worldwide.

Steve West
Steve West Motors
(Pontiac-Oldsmobile-Buick-GMC)
Kendallville, Ind.

Nightmare in the making

If the car market must absorb a $7.5 billion price increase for an absurd 1 percent *claimed* gain in air quality, then clearly our government has lost its sanity.

The skyrocketing prices of cars increase the use of old, high-pollution cars. And since the forthcoming fleet of old cars are nightmares to fix properly, the auto-related air pollution problem will be with us for a long time — thanks to our misguided government.

Robert Brooks
Waukegan, Ill.

IACOCCA

FROM PAGE 3

cluding political and community leaders, financiers and dealers.

Among those who have heard Iacocca's message are Jerry R. Curry, National Highway Traffic Safety Administration administrator; H. Ross Perot, founder of Electronic Data Systems Corp., now owned by General Motors; actors Tony Randall and Anthony Quinn; civil rights activist Coretta Scott King.

While Iacocca's presentation varies somewhat depending on the area and audience, the message has been the same: He's sick and tired of America's misconceived notion that Japanese vehicles are better than the home-grown variety.

It's hard to tell if Iacocca's buy-American message and his hard-hitting persona will have a lasting effect politically, said David E. Cole, director of the Office for the Study of Automobile Transportation at the University of Michigan Transporation Research Institute.

But he believes Iaccoca's timing is "unusually good" because it coincides with a growing sensitivity to Japanese ownership of American assets. He cited the acquistion of Rockerfeller Center by Mitsubishi as an example.

"There is a general concern that we may be financing the purchase of our own assests by a foreign country," Cole said.

Ken Makovsky, president of Makovsky & Co., a New York public relations firm, agrees. "It is a very clever strategy on Iacocca's part," he said. "What he's doing is hitting them in their nationalist pockets."

Still, not everyone has been impressed by Iacocca's roadshow. He's been taken to task in several newspapers, accused of touting American quality on one hand while selling cars made by Mitsubishi, on the other.

"Despite Iacocca's remarks, Chrysler has a Japanese partner, Mitsubishi Corp., on which Chrysler relies not only for cars, but also for engines," wrote the *Chicago Tribune* after he kicked off the tour in Washington D.C.

That same day, Iacocca made the front page in his hometown newspaper, the *Detroit Free Press*. "... while (Iacocca) was preaching that an inaccurate perception of inferior quality is the problem for U.S. automakers, the reality was a few feet away in the form of an Eagle Talon/Plymouth Laser. The model is designed by Chrysler's Japanese partner, Mitsubishi and built in a Mitsubishi-run plant".

Iacocca's harshest criticism has come from newspaper columnists.

Bob Garfield, an editor-at-large at *Advertising Age*, a sister trade publication to *Automotive News* wrote: "Shopping for a car? You'd better buy American or Lee Iacocca will rip your throat out. The man's ticked."

A *Los Angeles Times* column by Dale D. Buss, under its "Viewpoints" page carried the headline "The Teflon Iacocca" followed by the sub-headline, "Chrysler's chairman is renewing his Tokyo-bashing, but the fact remains that his company still can't adequately compete with the Japanese." The article was accompanied by a sketch of a cracked bust of Iacocca with several chunks missing.

Chrysler spokesman Tom Houston said the company knew from the outset that Iacocca would "play to what amounts to mixed reviews." But the campaign is serving its intended purpose.

"We think it raised (the public's) awareness of Chrysler Corp. and raised the awareness of a good

Iacocca gives away a third of his Chrysler shares

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Chrysler Corp. Chairman Lee Iacocca owns 95,339 fewer shares of the company's stock today than he did a year ago.

Iacocca owned 191,866 shares of Chrysler stock as of March 15, 1990, compared to 287,205 shares one year earlier, according to the company's proxy statement.

Earlier this month, Iacocca encouraged nearly 100 top company managers to buy Chrysler stock and take a personal stake in the company's performance.

A Chrysler spokesman said Iacocca sold no Chrysler shares in 1989 "but did dispose of some shares by gift."

According to the proxy, Iacocca will receive an additional 191,250 shares of common stock Nov. 2, 1990, and 63,750 shares Dec. 8, 1991.

He also has options to purchase 540,000 shares by Dec. 8, 1990 and 180,000 shares by Dec. 8, 1991 at $33.50 per share. Chrysler common stock closed at $16.88 last Thursday.

According to the proxy, Vice Chairman Gerald Greenwald owned 47,649 shares as of March 15, 1990, compared to 43,372 shares one year earlier. Chrysler Motors Chairman Bennett Bidwell owned 23,913 shares, up from 21,002 last year. Chrysler Motors President Robert Lutz owned 7,058, compared to 4,434 a year ago. Chrysler Corp. Executive Vice President Robert S. Miller Jr. owned 31,066, up from 28,011 last year.

Iacocca's compensation in 1989 included $2,413,600 realized from stock options exercised. Bidwell was the only other executive to exercise warrants among the five highest-paid Chrysler officials.

COMPENSATION

FROM PAGE 1

proxy statement calls for GM directors to own at least 2,000 shares of GM stock.

Ford Motor Co.

Ford Motor Co.'s top five executives received $15.3 million in salaries, bonuses and profits from stock options exercised in 1989, down 33 percent from 1988, Ford's 1990 proxy statement said.

Top executives overall received higher salaries in 1989 than in 1988, but less in bonuses and other compensation.

Ford's 1989 earnings dipped 28 percent from the prior year.

Compensation of top officers, 1989 vs. 1988:

- Donald E. Petersen, $6.5 million and $10.5 million.
- Harold A. Poling, $2.9 million and $4.1 million.

Ford last year awarded supplemental compensation totaling $213.7 million to 5,286 executives.

- Philip E. Benton Jr., $2.1 million and $3.0 million.
- Allan D. Gilmour, $2.0 million and $1.7 million.
- Louis R. Ross, $1.7 million and $3.5 million.

Ford's annual meeting is May 10 in Detroit.

Chrysler Corp.

Chrysler Corp. Chairman Lee Iacocca's 1989 compensation totaled $3.98 million, up from $3.65 million in 1988 but far below his totals of $20.6 million in 1986 and $17.9 million in 1987.

Compensation of other top officers, 1989 vs. 1988:

- Gerald Greenwald, $1.1 million and $1.2 million.
- Bennett Bidwell, $1.1 million and $1.2 million.
- Robert Lutz, $951,436 and $972,381.
- Robert S. Miller Jr., $874,266 and $896,328.

Chrysler paid salaries and cash bonuses totaling $8,577,066 to its top 14 officers, the proxy said.

A shareholder proposal in the proxy statement would require each company director to hold at least 2,000 common or preferred Chrysler shares.

Chrysler's shareholder meeting is May 17 in Universal City, Calif.

1989 CHRYSLER COMPENSATION

	1989 Salary	1989* Cash/stock bonus	Options exercised Jan. 1-Dec. 31, 1989	Total** compensation
Lee Iacocca, chairman	$ 889,151	$ 673,608	$2,413,600	$3,976,359
Gerald Greenwald, vice chairman	650,972	482,665	0	1,133,637
Bennett B. Bidwell, Chrysler Motors chairman	579,279	417,501	72,430	1,069,210
Roberty Lutz, Chrysler Motors president	544,550	406,886	0	951,436
R. S. Miller, executive vice president	502,995	371,271	0	874,266

*—Cash/stock bonus paid in 1989 from 1988 earnings.
**—Includes corporate contributions to employee savings plan.

1989 GM COMPENSATION

	Salary	Stock awards*	Options exercised	Total compensation
Roger B. Smith, chairman	$1,092,000	$1,400,000	0	$2,492,000
Robert C. Stempel, president	725,000	1,050,000	$ 321,820	2,096,820
Lloyd E. Reuss, executive vice president	567,000	800,000	56,700	1,423,700
John F. Smith Jr., executive vice president	383,000	750,000	47,899	1,180,899
F. Alan Smith, executive vice president	560,000	675,000	277,160	1,512,160

*—Includes awards made under the stock incentive plan issued over three-year period.

1989 FORD COMPENSATION

	Salary	Bonus	Stock options	Total compensation
Donald Petersen, chairman	$1,530,874	$1,518,800	$3,524,766	$6,574,440
Harold Poling, vice chairman	1,188,594	960,000	786,094	2,934,688
Louis Ross, executive vice president	664,705	660,000	396,563	1,721,268
Allan Gilmour, executive vice president	612,159	600,000	786,094	1,998,253
Philip Benton, executive vice president	719,455	708,100	645,781	2,073,336

IDLE FUND

FROM PAGE 1

plant in Brook Park, Ohio, that involved engine repair, says Ford spokesman Dick Routh.

Rapson says one proposal rejected by GM, to manufacture hood latches in Columbus, Ohio, will be put back on the table.

He says the union hopes to put two other proposals on the table soon. One involves making military vehicles in La Grange, Ill.; the other involves engine rebuilding in Lansing, Mich.

Yokich says the union rejected one GM idea because the union's primary goal is to provide high-paying jobs.

He says GM proposed a venture in Framingham, Mass., that would have paid $8 an hour to the workers, and "We said bullshit."

GM officials declined to be interviewed about the Growth & Opportunity Fund. GM spokesman John Maciarz acknoledged that the company has received proposals, but he would not disclose how many or what they entailed.

Whitey Hale thought he had a winner.

Employment at GM's Coldwater Road parts plant in Flint had dwindled from 8,900 in the late 1950s to 1,100 in the mid 1980s. The plant had adopted a team concept and reorganized itself into five

Hale says he was approached by officials from the UAW Human Resources Center in Flint and was told his local was an ideal candidate for a Growth & Opportunity grant to work with Dow on the bottle project.

"They came out here and got us all hyped up, but nobody got back to me and told me nothing," Hale says. "I was left in the dark on everything."

Dow spokesman Gordon Butte says Dow had technology that could be used to make plastic beverage containers. He says a panel of Dow executives made a presentation to a joint GM/UAW committee sometime in the 1980s about the possibility of workers in the Flint area manufacturing the parts.

Butte says Dow never heard from the committee.

The joint committees may need restructuring.

A union official who made a presentation to the GM/UAW committee, but who did not want to be identified, says he believes the committee members are sincere, but he says they have been afraid to take risks. "$100 million is an awful lot of money," he says. "This project needs to be successful, and because of that pressure to succeed, risks are hard to take."

actually held in special accounts, but the automakers agreed to make them available should proposals be approved by the joint committees that hear the ideas.

Growth & Opportunity was hailed as "yet another historic first," in a September 1984 UAW-GM newsletter. The article said that "the union and the corporation agreed that the success of this new joint activity will be measured based upon results."

Commitment is lacking, says the union official who chose to remain anonymous. He says the committee members are generally high-ranking UAW and GM officials who are busy doing other jobs. He says most of them either know little about or are uninterested in non-auto related businesses, the main attraction of the programs.

"Asking them to examine businesses that are wholly different from the automotive industry is asking a lot," he says. "This program has great potential, but there is a real problem in the way it's set up."

GM, Ford and the UAW would disclose the number of committee members or their identities.

Ford's Routh says he did not have any details on the engine repair program. Jerry Melillo, president of UAW Local 1250, which represents the Brook Park plant,

Routh says a joint UAW/Ford committee meets from time to time but has not yet "come up with a brilliant, creative idea."

Orville Spencer, president of Subcouncil 2, which represents all Ford assembly plants, says the international union has given no directive to locals on the program.

Now union leaders are suggesting that $100 million be used in other ways to help union members. Hale suggests using it to raise retirees' pensions. If that amount were shared equally among GM's 310,000 hourly workers who earn $14.01 to $17.33 per hour, it would average about $300 per worker.

A former UAW vice president agrees with notion of finding another program.

"I'm a little surprised nothing has been done," says Irving Bluestone, former director of the UAW GM department, who retired in 1980.

Bluestone believes a one-time payment to workers would be a waste. He says the money could best be spent on a program that would have some lasting effect, such as the legal services programs that each of the Big 3 provides for hourly workers.

"Obviously, if none of the money has been spent and none is going to be spent, it's time to look at other

GM recalls 65,200 cars

General Motors is conducting two safety recalls involving certain 1988-90 compact cars. On nearly 62,000 1988-89 Pontiac Grand Am, Oldsmobile Cutlass Calais and Buick Skylark cars equipped with 2.3-liter Quad 4 engines, a front fuel feed hose assembly could crack or separate from the engine. Approximately 3,200 1990 Cutlass Calais and Skylark cars may have loose front fuel feed/return hoses. The conditions could result in underhood fires.

FORD RECALLS AEROSTARS: Ford Motor Co. is recalling 101,000 1986 Aerostar minivans to replace a seal between the fuel tank and fuel filler pipe. The company said gasoline may leak from the seal when the tank is full or nearly full. Ford said it has not received any reports of fires due to the fuel leak.

CHRYSLER RECALL: Chrysler Corp. is recalling some 1989 and 1990 vehicles equipped with the company's A604 four-speed electronic transmission. The company will install a new bypass valve to prevent possible transmission damage in extremely cold weather resulting from restricted flow of transmission fluid through the oil cooler. Only vehicle owners in northern states are being notified. Affected vehicles include: 1989 Dodge Caravan, Dodge Grand Caravan, Plymouth Voyager and Plymouth Grand Voyager without the heavy-duty trailer tow package; 1990 Dodge Caravan, Dodge Grand Caravan, Plymouth Voyager, Plymouth Grand Voyager and Chrysler Town & Country with heavy-duty trailer tow package; and 1989 and 1990 C-body and Y-body sedans including New Yorker Landau, New Yorker Salon, Dodge Dynasty, Fifth Avenue and Imperial.

DIGEST

AUDI RECALL: Volkswagen of America Inc. is recalling about 1,600 1990 Audi 80, 90 and Coupe Quattro models for replacement of the steering lock assembly. The company said some of these vehicles may have an improperly manufactured steering locking bolt that could cause the steering wheel to remain locked even after the driver starts the car. Separately, owners of about 100 1990 Audi Coupe Quattros are being notified of the need for an inspection to make sure that front seat securing fasteners are properly installed.

TOYOTA ADS CLAIM AMERICAN CITIZENSHIP: Toyota Motor Corporate Services of North America Inc. has hired OMON, a tiny New York ad agency, to promote the company's image as an American corporate citizen. "We've been here since 1957," said Tim Andrea, manager of public relations for Toyota Motor Corporate Services, "and we employ roughly 75,000 people in the various Toyota subsidiaries." That makes Toyota feels like a naturalized citizen, he said. The print ad campaign will begin later in the spring, Andrea said, and is not a reaction to Japan bashing or criticism from Chrysler Corp. Chairman Lee Iacocca.

LEAR SIEGLER PLANT CLOSING: Lear Siegler Seating Corp. will close its Chesterfield, Mo., plant July 27 as a result of Chrysler Corp.'s decision to close its St. Louis No. 1 assembly plant in Fenton, Mo.

GM'S 100-MILLIONTH CATALYTIC CONVERTER: GM President Robert C. Stempel celebrated the production of the 100-millionth catalytic converter at a ceremony last Thursday at the GM research laboratory in Warren, Mich. "AC Rochester engineers estimate that catalytic converters the division has built have cleaned automotive exhaust streams of 30 million tons of hydrocarbons, 150 million tons of carbon monoxide and 10 million tons of oxides of nitrogen," said Stempel. He added that the Eastern Bloc countries would soon be switching to unleaded gasoline and catalysts to provide clean-up. He said this would likely add significantly to GM's catalyst business.

EPA CONTRACT FOR FEV OF AMERICA: FEV of America, an independent design and development firm in Southfield, Mich., specializing in internal combustion engines, has been awarded an EPA contract to develop a spark-ignited, direct-injection methanol-powered passenger-car engine. The purpose of the contract is to develop and evaluate an engine that will perform well on 100 percent methanol without additives or chemical changes. VW will provide the prototype direct-injection engine.

NISSAN FINANCE RESTRUCTURES: Nissan North America Inc. is restructuring its consumer finance division to make it more responsive to dealers, according to Nissan. Nissan Motor Acceptance Corp., the eight-year-old finance company, will replace its 20 individual processing centers with 11 regional offices reporting to a single clearinghouse in Dallas. The regional offices of the finance arm will be part of the 11 regional offices of the distribution and sales wings of Nissan Motor Corp. in U.S.A. A letter to Nissan's 1,110 dealers from Masataka Matsumura, Nissan Motor Acceptance president, said the new operation will ensure quicker, more uniform treatment of loan applications.

Car inventories steady; 68-day supply on hand

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Domestic automakers and importers entered the spring selling season cautiously, keeping car inventories in check.

Combined April 1 inventories of domestic and imported new cars rose 1.71 percent from the March 1 total and were well below the record stockpile on April 1, 1989. Sales in the first quarter of 1990 were off 3.0 percent from 1988.

Stocks of new domestic and imported cars on April 1 totaled 2,147,553 units, a 68-day supply. That compares with 2,111,436 for a 67-day supply on March 1.

This year's stocks are in sharp contrast to a year ago when unsold cars totaled a record 2,536,007. That was a 77-day supply.

The April 1 days' supply averaged 60 for 1983 through 1989.

Domestic new-car inventories represented a 64-day supply on April 1, down from 66 a month earlier. The stockpile was 1,478,891 cars, up from 1,466,579 in March.

General Motors' total car inventory, including captive imports, dipped to a 68-day supply on April 1 from 70 days on March 1. Ford Motor Co.'s total car inventory rose to a 67-day supply from 65. Chrysler Corp.'s total supply climbed to 77 days from 73.

The inventory of Dodge Monaco sedans soared to a 427-day supply from a 292-day supply a month earlier. Chrysler has closed the Bramalea, Ontario, assembly plant that builds the car for six weeks.

Other Chrysler models with 100-plus days' supplies are Eagle Premier; Chrysler LeBaron J, LeBaron GTS and Imperial; and Dodge Daytona and Lancer.

Despite customer rebates up to $2,000, GM continued to be plagued with heavy inventories of its GM10 models, the Chevrolet Lumina, Buick Regal, Oldsmobile Cutlass Supreme and Pontiac Grand Prix. Days' supplies range from 74 for Lumina to 119 for Regal.

Other GM models in heavy supply include Buick Reatta and Electra; Cadillac Allante; Oldsmobile Toronado and 98; and Pontiac Firebird. Stocks range from 93 to 126 days on those models.

The Probe, at 108, was the only Ford model with an inventory of more than 100 days.

Imports opened April with a 79-day supply of unsold new cars, down from 80 a month earlier.

The import stockpile rose to 668,662 from 644,857 on March 1.

The April 1 supply of unsold Toyotas, U.S.-built and imported combined, dropped to 50 days from 62 on March 1.

Similarly, Mitsubishi's inventory dipped to a 63-day supply from an 80-day supply a month ago. Mazda's inventory fell to a 50-day supply from 68.

Honda inventory rose to 46 days' worth of U.S.-built and imported cars, up from 43 on March 1.

Inventories of Nissan cars, U.S.-built and imported, fell to 102 days from 112 on March 1.

The stockpile of U.S.-built Subaru Legacy models was 440 days on April 1. Subaru's overall inventory of U.S.-produced and imported cars represented a 116-day supply.

Subaru of America Inc. spokesman Fred Heiler says the domestic Legacy glut is a one-time start-up situation and includes not-yet-delivered fleet units.

VOLVO

FROM PAGE 3

6.6 billion kronas (U.S. $1.08 billion).

Volvo's board of directors is scheduled to vote on the proposed alliance at the annual meeting April 25 in Gothenburg.

There have been reports in Sweden of shareholder discontent with the deal. No major shareholder groups have come out in opposition, but the Swedish Shareholders Association, which represents a large block of small Volvo shareowners is polling 1,000 of its members about the proposed union. The survey results are expected to be announced tomorrow.

The 27 largest shareholders of AB Volvo hold 42 percent of the shares and 64 percent of the votes.

The agreement calls for Renault to acquire 25 percent of Volvo Car Corp. and to buy up to 10 percent of parent AB Volvo on the open market. Volvo would acquire 20 percent of Renault's parent company, which includes passenger-car operations, and an option to take the stake to 25 percent.

In addition, each company would acquire 45 percent of the other's truck and bus business.

The alliance would create one of the world's largest automotive concerns. Combined car and truck revenues last year for the two firms were $37.4 billion.

General Motors is the world's largest automotive company with 1989 revenue of $127 billion. Ford Motor Co. followed at $96 billion.

IMPORT DAYS' SUPPLIES

	Apr. 1, 1990	Mar. 1, 1990	Apr. 1, 1989
Chevrolet	87	98	200
Chrysler Motors	96	93	173
Acura	76	65	79
Daihatsu	67	65	87
Honda	55	50	40
Infiniti	53	61	—
Isuzu	138	188	171
Lexus	21	24	—
Mazda	61	65	59
Mitsubishi	74	80	71
Nissan	95	104	88
Subaru	107	128	58
Suzuki	306	251	253
Toyota	70	65	28
JAPAN	77	78	73
Audi	143	185	182
BMW	74	64	74
Mercedes-Benz	36	33	51
Mercury	31	62	100
Porsche	78	87	170
VW	116	140	121
GERMANY	86	94	98
Alfa Romeo	114	97	166
Ford	95	106	119
Hyundai	58	61	52
Jaguar	61	50	63
Peugeot	86	89	97
Pontiac	140	88	161
Eagle/Chrysler	170	117	144
Saab	68	61	88
Sterling	67	68	124
Volvo	95	92	76
Yugo	115	116	242
Other Countries	82	79	87
Total Import Cars	79	80	79
Daihatsu	53	39	—
Geo Tracker*	134	145	185
Isuzu*	83	106	115
Mazda	66	71	62
Mitsubishi	74	109	90
Nissan*	39	54	38
Range Rover	62	57	34
Suzuki*	141	157	114
Toyota	23	44	54
Dodge	113	129	206
Total Imp. Trucks	54	74	73
Total Imp. Vehicles	73	79	77

*Includes domestic vehicles

DOMESTIC DAYS' SUPPLIES

	Apr. 1, 1990	Mar. 1, 1990	Apr. 1, 1989
Talon	47	32	—
Premier	176	190	111
Total Eagle	97	81	111
Horizon	74	74	91
Laser	89	68	57
Sundance	75	95	92
Reliant	52	63	78
Acclaim	49	47	59
Caravelle	—	—	118
Gran Fury	—	—	71
Total Plymouth	66	65	76
LeBaron K	—	—	87
LeBaron A	97	139	—
LeBaron J	105	123	106
LeBaron GTS	140	219	253
Fifth Avenue (rwd)	91	118	117
Fifth Avenue (fwd)	91	87	—
Imperial	104	86	—
New Yorker C	66	73	69
New Yorker E	—	—	189
Total Chrysler	93	101	93
Omni	70	79	97
Shadow	65	69	75
Monaco	427	292	—
Daytona	117	110	91
Aries	53	76	77
Lancer	131	255	308
Spirit	56	49	71
Diplomat	—	—	87
Dynasty	54	43	44
Dodge 600	—	—	148
Total Dodge	69	63	71
CHRYSLER MTRS.	75	71	80
Escort	76	85	97
Mustang	89	92	62
Tempo	58	53	93
Taurus	63	57	73
Thunderbird	71	78	73
Probe	108	114	96
Crown Victoria	67	65	84
Total Ford Div.	72	72	83
Tracer/Lynx	—	—	122
Topaz	73	74	76
Sable	63	58	91
Cougar	68	80	63
Grand Marquis	67	71	69
Total Mercury	67	70	79
Continental	31	32	55
Town Car	42	55	70
Mark VII	66	45	108
Total Lincoln	41	46	71
Total L-M Div.	56	60	77
FORD MOTOR CO.	67	68	81
Skyhawk	92	85	130
Somerset/Skylark	44	33	78
Century	67	70	66
Regal	119	106	124
LeSabre	58	69	74
Reatta	116	101	155
Electra	126	135	93
Riviera	79	98	114
Total Buick	72	73	88
Cimarron	—	—	7
Allante	107	108	106
Seville	34	50	60
DeVille	47	57	71
Brougham	64	82	71
Eldorado	75	84	75
Total Cadillac	50	62	71
Geo Prizm/Nova	70	78	246
Cavalier	41	57	71
Camaro	84	104	96
Celebrity	70	55	46
Corsica/Beretta	69	62	81
Lumina/Monte Carlo	74	77	121
Caprice	61	74	85
Corvette	84	87	125
Total Chevrolet	63	68	80
Firenza	—	—	57
Calais	53	52	120
Cutlass Ciera	81	70	89
Cutlass Supreme	76	71	150
88	71	63	85
98	97	91	79
Toronado	99	106	149
Total Oldsmobile	74	68	100
Fiero	—	—	80
Sunbird	57	50	71
Firebird	93	91	84
Grand Am	66	59	74
Pontiac 6000	60	61	86
Grand Prix	87	82	72
Bonneville H	86	79	89
Safari/Parisienne	—	—	127
Total Pontiac	72	67	78
GENERAL MTRS.	66	68	83
HONDA	41	39	29
MAZDA	35	76	52
MITSUBISHI	41	78	26
NISSAN	128	137	53
TOYOTA*	29	35	25
SUBARU	440	N.A.	—
DOM. TOTAL	64	66	77
Subcompact	49	59	57
Compact	51	54	73
Intermediate	71	66	77
Standard	64	71	80
Speciality	93	93	125

*Estimate

SALES

FROM PAGE 1

1.6 points to grab 7.12 percent of total market share.

Honda's sales increased 16.40 percent for the quarter, and its car market share jumped to 8.23 percent from 6.97 percent.

"Honda's not in the (incentive) game because its inventories are good," said Jeff Sprague, assistant analyst at Paine Webber in New York City. "But even BMW and Mercedes — God forbid, they won't call it an incentive, but they're offering favorable lease rates and other things."

European imports as a group continued their decline in the first quarter, with the notable exceptions of German luxury makers Mercedes-Benz, Porsche and Audi.Analysts warn that a quarter is a short period, and sales trends can change quickly. But they praised GM's marketing efforts.

"GM's incentives were basically the most aggressive," Sprague said. "For the consumer, everybody was on par, but GM gave dealers almost the same amount; that gives dealers a lot more flexibility."

Ford Division sold 684,101 cars and light trucks to maintain its lead in total vehicle sales for the quarter, although the division's combine car and light-truck sales sales dropped 6.19 percent. Chevrolet breathed down Ford's neck, only a half percentage point behind in combined car and light-truck share. In the year-ago quarter, Chevrolet lagged by more than three percentage points.

Ford Motor Co. saw total sales drop 6.25 percent and car and light-truck market share drop to 29.64, down from 30.24 a year ago.

Ford's bright spot was its luxury Lincoln division where sales soared 34.69 percent from a year ago. Most other luxury lines also picked up sales.

"The middle-class consumer is deciding that a $22,000 Cadillac is a much better value than a $17,000 Cutlass," says analyst McMillan.

Total U.S.-badged vehicle sales slid by 2.85 percent. Chrysler Corp., which had a big January spurred by rebates on its popular minivans, still dropped 7.42 percent in vehicle sales.

Asian nameplates increased total vehicle sales by 6.88 percent. Of the three leading Asian nameplates — Honda, Toyota and Nissan — only Nissan suffered a sales decline, down 11.13 percent.

Japanese light-truck makers lost almost 3/4 of a percentage point.

Here's how major manufacturers and importers did in the quarter:

General Motors

GM's share of the U.S. car market for the quarter amounted to 35.96, up 0.58 of a percentage point from the first quarter of 1989. Truck share rose to 34.96 percent, up 1.32 percentage points.

Sales increases were nearly across the board at Chevrolet. Only two car lines, Corsica/Beretta and Camaro, had lower sales.

Sales of the Geo Prizm tripled from sales of its predecessor, the Nova. Other Geo models doubled sales.

Cadillac continued its turnaround by capturing 3.01 percent of the U.S. car market during the period, up from 2.78 percent a year ago. Every Cadillac model but the Eldorado enjoyed a sales hike.

Oldsmobile sales, dismal in 1989, dropped 10.20 percent.

And the Pontiac division, the turnaround darling of the 1980s, saw sales plummet 11.35 percent.

Ford

Ford's sporty cars — Thunderbird, Probe and Mustang — did poorly while Ford's mid-size sedans and larger cars — the Tempo, Taurus, and LTD Crown Victoria — did well.

"Probe was out there by itself in the sporty specialty car market last year, but the Diamond-Star cars (Mitsubishi Eclipse, Plymouth Laser and Eagle Talon) were introduced in the meantime," said Joel Pitcoff, manager of research and analysis for Ford.

"Taurus and Sable have held their own in their segment despite a number of new product entries in the market," he added.

Escort was off 21,000 units in the first quarter of 1990 because of the changeover for the next generation Escort at Ford's Wayne, Mich., assembly plant, between November and February.

Ford's truck market share fell to 29.64 from 30.24 percent in the first quarter of 1989.

Pitcoff expects a similar second quarter.

Chrysler

Chrysler held its own in the truck market, but sales of Dodge and Chrysler brand cars dipped.

The company's 10.57 percent of the car market in the first three months of 1989 dipped to 9.14 percent in the first quarter of 1990.

Truck share held steady: 20.77 percent for the first quarter this year compared to 20.82 percent last year.

Biggest gainers were the sporty Laser coupe and Acclaim sedan.

Asian

In the first quarter, combined sales of Japanese and Korean imports and transplant cars and trucks (by marketing unit, not including Big 3 captive imports) were 824,045 up 6.88 percent from the year-ago period.

Mitsubishi Motor Sales of America Inc. was the segment's biggest mover, with total sales increasing 68.14 percent from the year-ago period to 57,449.

Toyota's new Lexus Division posted 13,167 sales in the first quarter.

Nissan's Infiniti Division sold 3,695 cars in the three-month period. Despite that, Nissan's total car sales fell 11.13 percent.

European

European imports fell 6.75 percent to 110,204. BMW fell 17.21 percent; Volvo, 11.81 percent.

Porsche sales jumped 30.64 percent in the quarter to 2,362. Porsche overhauled its product lineup for 1990 and held the line or even cut some prices.

The Audi of America Inc. unit of Volkswagen of America Inc. gained about 7 percent to 4,949. Sales of Volkswagen models declined nearly 2 percent to 29,155.

GM DEALERS

FROM PAGE 1

dealers to plan their buildout orders because they will know their actual cost of each carryover.

Green said the possibility of an optional incentive program is "the best of both worlds."

He said many dealers last year made more money by participating in the incentive program than they would have made with the 5 percent carryover allowance.

"And it's my understanding that GM spent more on incentives than if it would just have given the dealers 5 percent," he said.

Other dealers had mixed reaction to what is essentially an "incentive-based" carryover rebate.

Charles Barker, president of Colonial Auto Group, a Chevrolet-Cadillac dealership in Norfolk, Va., prefers the traditional system.

"Carryovers were always there, so dealers could manage inventories and plan for buildout at the end of the model year," he said. "Incentives tend to run out."

Joe Faulkner, president of Henry Faulkner Oldsmobile-Mitsubishi in Philadelphia, said he favors a sales promotion.

"I would rather take part in a promotion to sell cars than be paid to inventory them," he said.

Under the new program, dealers will be paid upon retail delivery of the vehicle between the first day of the 1991 model year and Dec. 31. But the incentive doesn't cover some of GM's low-priced Geo models and the Pontiac LeMans.

U.S. CAR & LIGHT TRUCK SHARES, FIRST QUARTER, 1990 vs. 1989

Marketing Unit	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	Pct. Share of Total Car and Truck Market 1990	Pct. Share of Total Car and Truck Market 1989	Changes Share Points	Changes Pct. Sales Units	Changes No. Sales Units
Ford	342,735	382,546	14.83	16.31	341,366	346,664	29.64	30.24	684,101	729,210	19.75	20.88	– 1.13	– 6.19	– 45,109
Chevrolet	352,135	315,417	15.23	13.45	312,473	302,936	27.14	26.42	664,608	618,353	19.19	17.71	1.49	7.48	46,255
Toyota	186,756	136,700	8.08	5.83	59,905	56,037	5.20	4.89	246,661	192,737	7.12	5.52	1.60	27.98	53,924
Dodge	87,929	110,334	3.80	4.70	135,296	137,572	11.75	12.00	223,225	247,906	6.45	7.10	– 0.65	– 9.96	– 24,681
Honda	190,335	163,512	8.23	6.97	—	—	—	—	190,335	163,512	5.50	4.68	0.81	16.40	26,823
Pontiac	146,430	172,310	6.34	7.35	6,315	0	0.55	0.00	152,745	172,310	4.41	4.93	– 0.52	– 11.35	– 19,565
Nissan	110,022	125,272	4.76	5.34	42,248	46,074	3.67	4.02	152,270	171,346	4.40	4.91	– 0.51	– 11.13	– 19,076
Oldsmobile	132,153	152,517	5.72	6.50	4,808	0	0.42	0.00	136,961	152,517	3.96	4.37	– 0.41	– 10.20	– 15,556
Buick	130,910	124,437	5.66	5.31	—	—	—	—	130,910	124,437	3.78	3.56	0.22	5.20	6,473
Plymouth	66,447	64,524	2.87	2.75	50,755	44,522	4.41	3.88	117,202	109,046	3.38	3.13	0.26	7.48	8,156
Mercury	97,638	124,954	4.225	5.33	—	—	—	—	97,638	124,954	2.82	3.58	– 0.76	– 21.86	– 27,316
Mazda	59,737	54,120	2.58	2.31	20,694	28,821	1.80	2.51	80,431	82,941	2.32	2.38	– 0.05	– 3.03	– 2,510
GMC	—	—	—	—	79,034	82,770	6.86	7.22	79,034	82,770	2.28	2.37	– 0.09	– 4.51	– 3,736
Cadillac	69,507	65,305	3.01	2.78	—	—	—	—	69,507	65,305	2.01	1.87	0.14	6.43	4,202
Lincoln	62,678	46,534	2.71	1.98	—	—	—	—	62,678	46,534	1.81	1.33	0.48	34.69	16,144
Mitsubishi	46,416	21,077	2.01	0.90	11,033	13,091	0.96	1.14	57,449	34,168	1.66	0.98	0.68	68.14	23,281
Jeep	—	—	—	—	52,271	56,558	4.54	4.93	52,271	56,558	1.51	1.62	– 0.11	– 7.58	– 4,287
Chrysler	42,079	54,007	1.82	2.30	894	0	0.08	0.00	42,973	54,007	1.24	1.55	– 0.31	– 20.43	– 11,034
VW	34,104	34,338	1.48	1.46	1,501	977	0.13	0.09	35,605	35,315	1.03	1.01	0.02	0.82	290
Hyundai	34,411	49,691	1.49	2.12	—	—	—	—	34,411	49,691	0.99	1.42	– 0.43	– 30.75	– 15,280
Isuzu	836	4,549	0.04	0.19	26,584	21,812	2.31	1.90	27,420	26,361	0.79	0.75	0.04	4.02	1,059
Subaru	24,546	37,779	1.06	1.61	—	—	—	—	24,546	37,779	0.71	1.08	– 0.37	– 35.03	– 13,233
Volvo	22,400	25,400	0.97	1.08	—	—	—	—	22,400	25,400	0.65	0.73	– 0.08	– 11.81	– 3,000
Mercedes	17,356	17,148	0.75	0.73	—	—	—	—	17,356	17,148	0.50	0.49	0.01	1.21	208
Eagle	14,828	19,088	0.64	0.81	—	—	—	—	14,828	19,088	0.43	0.55	– 0.12	– 22.32	– 4,260
BMW	14,468	17,476	0.63	0.75	—	—	—	—	14,468	17,476	0.42	0.50	– 0.08	– 17.21	– 3,008
Saab	6,336	7,918	0.27	0.34	—	—	—	—	6,336	7,918	0.18	0.23	– 0.04	– 19.98	– 1,582
Suzuki	1,605	1,586	0.07	0.07	4,244	7,506	0.37	0.65	5,849	9,092	0.17	0.26	– 0.09	– 35.67	– 3,243
Jaguar	4,744	4,483	0.21	0.19	—	—	—	—	4,744	4,483	0.14	0.13	0.01	5.82	261
Daihatsu	3,648	3,340	0.16	0.14	1,025	0	0.09	0.00	4,673	3,340	0.13	0.10	0.04	39.91	1,333
Porsche	2,362	1,808	0.10	0.08	—	—	—	—	2,362	1,808	0.07	0.05	0.02	30.64	554
Yugo	1,994	2,458	0.09	0.10	—	—	—	—	1,994	2,458	0.06	0.07	– 0.01	– 18.88	– 464
Sterling	1,403	1,784	0.06	0.08	—	—	—	—	1,403	1,784	0.04	0.05	– 0.01	– 21.36	– 381
Peugeot	1,129	1,426	0.05	0.06	—	—	—	—	1,129	1,426	0.03	0.04	– 0.01	– 20.83	– 297
Range Rover	—	—	—	—	1,095	1,191	0.10	0.10	1,095	1,191	0.03	0.03	0.00	– 8.06	– 96
Alfa Romeo	577	1,036	0.02	0.04	—	—	—	—	577	1,036	0.02	0.03	– 0.01	– 44.31	– 459
Rolls/Bentley	300	300	0.01	0.01	—	—	—	—	300	300	0.01	0.01	0.00	0.00	0
Ferrari	240	240	0.01	0.01	—	—	—	—	240	240	0.01	0.01	0.00	0.00	0
Lotus	81	81	0.00	0.00	—	—	—	—	81	81	0.00	0.00	0.00	0.00	0
Maserati	60	67	0.00	0.00	—	—	—	—	60	67	0.00	0.00	0.00	– 10.45	– 7
Lamborghini	39	39	0.00	0.00	—	—	—	—	39	39	0.00	0.00	0.00	0.00	0
Aston Martin	15	15	0.00	0.00	—	—	—	—	15	15	0.00	0.00	0.00	0.00	0
TOTAL	**2,311,389**	**2,345,616**	**100.00**	**100.00**	**1,151,541**	**1,146,531**	**100.00**	**100.00**	**3,462,930**	**3,492,147**	**100.00**	**100.00**	—	—	**– 29,217**
Total Chrysler	**211,283**	**247,953**	**9.14**	**10.57**	**239,216**	**238,652**	**20.77**	**20.82**	**450,499**	**486,605**	**13.01**	**13.93**	**– 0.92**	**– 7.42**	**– 36,106**
Total Ford	**503,051**	**554,034**	**21.76**	**23.62**	**341,366**	**346,664**	**29.64**	**30.24**	**844,417**	**900,698**	**24.38**	**25.79**	**– 1.41**	**– 6.25**	**– 56,281**
Total GM	**831,135**	**829,986**	**35.96**	**35.38**	**402,630**	**385,706**	**34.96**	**33.64**	**1,233,765**	**1,215,692**	**35.63**	**34.81**	**0.82**	**1.49**	**18,073**
Total US	**1,545,469**	**1,631,973**	**66.86**	**69.58**	**983,212**	**971,022**	**85.38**	**84.69**	**2,528,681**	**2,602,995**	**73.02**	**74.54**	**– 1.52**	**– 2.85**	**– 74,314**
Total Europe	**107,608**	**116,017**	**4.66**	**4.95**	**2,596**	**2,168**	**0.23**	**0.19**	**110,204**	**118,185**	**3.18**	**3.38**	**– 0.20**	**– 6.75**	**– 7,981**
Total Asia	**658,312**	**597,626**	**28.48**	**25.48**	**165,733**	**173,341**	**14.39**	**15.12**	**824,045**	**770,967**	**23.80**	**22.08**	**1.72**	**6.88**	**53,078**
TOTAL	**2,311,389**	**2,345,616**	**100.00**	**100.00**	**1,151,541**	**1,146,531**	**100.00**	**100.00**	**3,462,930**	**3,492,147**	**100.00**	**100.00**	—	—	**– 29,217**

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Dodge cars	$750-$1,500	2.9	6.9	7.9	9.9	None
Dodge trucks	$750-$2,500	2.9	6.9	7.9	9.9	None
Eagle	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Jeep	$500-$1,500	2.9	6.9	7.9	9.9	None
Plymouth	$750-$1,250	2.9	6.9	7.9	9.9	None
Chrysler Motors (1990 models)						
Dodge cars	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Eagle Summit	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge cars	**$750-$1,500**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge trucks	**$1,000 - $2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Eagle	**$750-$2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Jeep	**$500-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
*Buyer will receive any increase in rebate through Sept. 30, 1990.						
Ford Motor Co. (1989-90 models)						
Ford cars	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
Ford trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
Continental, Mark VII	**$1,500**					**April 30**
Mercury	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
General Motors (1989 models)						
Chevrolet cars	$700-$1,000	6.9	6.9	6.9	10.9	May 2
Chevrolet trucks	$500-$1,500	6.9	6.9	6.9	10.9	May 2
GMC trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2
General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Riviera	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$700-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet trucks	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cadillac	**$1,500-$2,000**					**May 31**
GMC trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Olds Toronado	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Silhouette	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Pontiac	**$750-$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Trans Sport	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
*Based on option package selected						
BMW (1990 models)						
325i		**2.9**	**4.9**	**6.9**	**7.9**	**April 30**
325is		**4.9**	**6.9**	**7.9**	**9.9**	**April 30**
Hyundai Excel (1989-90 models)	**$500-$1,000**					**April 18**
Isuzu (1989-90 models)	**$1,000-$1,200***					**June 30**
*If dealer foregoes dealer incentive						
Mazda (1990 models)						
323	**$750**					**June 4**
Trucks	**$750-$1,000**					**None**
Mitsubishi (1989-1990 models)						
Cars, trucks*	**$500-$2,000**					**June 30**
*Payments vary by regions.						
Nissan (1988-89 models)						
Sentra, trucks	$1,000-$1,500					May 2
Nissan (1990 models)						
Sentra, trucks	**$1,000-$1,200**					**May 2**
Peugeot (1989-90 models)	**$1,000-$3,000**					**None**
Sterling (1989 models)	$5,000					April 30

Mitsubishi adjusts spiffs

Mitsubishi Motor Sales of America announced new retail and dealer incentive programs which extend through June 30. Payments vary by region on some car and truck lines.

Customer incentives on 1989 and 1990 vehicles are: Galant, $1,000; Mirage, $500; Sigma, $2,000; pickup and Montero, $1,000.

Factory-to-dealer incentives are: 1989 and 1990 Galant, $500 to $2,000 depending on number sold; 1989 and 1990 Mirage, $500 after the third unit sold; 1989 and 1990 Eclipse, $500 to $750 depending on the number sold; 1989 and 1990 pickup and Montero, $500 to $1,500 depending on number sold.

GAS

FROM PAGE 6

efits of introducing this or other reformulated gasolines on a larger scale," Bowerman said. "That's because before all gasolines can be reformulated, more research is required, extensive capital investments must be planned and time is needed to design and build modifications to complex, billion-dollar refineries."

Phillips will begin marketing its fuel in the St. Louis area on Earth Day, April 22. The new fuel will be available at 125 stations.

The second reason for introducing the cleaner gasolines is to demonstrate that they can provide air-quality improvements similar to those of alternative fuels. If petroleum companies cannot prove reformulated gasoline's emissions cleanup potential, there is considerable political pressure to force alternative-fueled vehicles on the non-attainment areas. Those alternative fuels include methanol, ethanol, hydrogen, liquid petroleum gas and compressed natural gas.

Important to proving the cleanup potential of these reformulated fuels are research projects to identify and quantify reductions in automobile tailpipe and evaporative pollutants.

A week ago, Chrysler Corp., Ford Motor Co., General Motors and 14 petroleum companies began phase one of a four-year, joint research and testing program in which a wide range of gasoline reformulations will be evaluated.

The program will assess the relative reductions in vehicle emissions and improvements in air quality, particularly ozone, achievable with 23 different reformulated gasolines and blends of gasoline and methanol. The results are expected in September and will be made public. Phase two of the program will look at changes in the vehicles to complement the changes in the fuel.

"Methanol will be the fuel of the future," said Richard White, vice president of marketing for Marathon. "But reformulated gasoline will be the predecessor to alternative fuels like methanol."

White said Amaraclean, Marathon's reformulated gasoline that is available in regular, mid-grade and premium, is part of the "first generation" of environmentally cleaner gasolines.

The third reason for introducing these new fuels is the positive publicity attached to being an environmentally aware company. Few of the ads mention the small scale of the programs or what happens to the butane, aromatics or olefins "removed" from the fuel. An ARCO spokesman admitted that most of those hydrocarbons go back into the old-style gasolines marketed in other regions.

Gasoline refiners are able to boast in advertising about impressively high cleanup percentages provided by the fuel in the most highly polluting vehicles — pre-1975 models without catalysts. According to a speech by GM President Robert C. Stempel, "85 percent of the automotive pollution in the U.S. comes from the oldest 50 percent of the vehicles on the road."

But the actual emissions reduction in individual vehicles depends largely on the vehicle's age and the condition of its emission-control system.

The more sophisticated fuel-injection systems and evaporative and exhaust-system emissions control systems on the newest vehicles gobble up old-style gasoline without producing higher levels of emissions. Current reformulated gasolines have only a small effect on new-car emissions.

Spokesmen from the fuel companies say the reduction in range or mileage from the first-generation reformulated gasolines would probably be too small to notice. One Ford specialist estimated that if conventional gasoline provided a 300-mile range in a particular vehicle, today's reformulated fuels would provide close to 290 miles in the same vehicle.

The new formula for gasoline has not yet been defined. But generally, the recipe includes removing much of the butane, 20 to 30 percent of the normal levels of aromatics and olefins, 30 to 35 percent of the normal levels of benzene and the addition of methyl-tertiary-butyl-ether.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
General Motors (1989 models)		
Buick	$750-$2,000	May 2
Chevrolet Nova, Spectrum (1988)	$500	May 2
Geo, Celebrity	$500	May 2
Geo Tracker	$1,000	May 2
Corvette	$2,000-$4,000 based on sales	May 2
Oldsmobile	$500-$2,500	May 2
Pontiac LeMans, Grand Am	$500	May 2
Grand Prix	$500	May 2
General Motors (1990 models)		
Buick Park Avenue, Estate Wagon, Riviera, Reatta	**$1,000-$2,000**	**May 2**
Chevrolet Geo, Celebrity	**$500-$1,000**	**May 2**
Geo Tracker	**$1,000**	**May 2**
Oldsmobile	**$500-$1,000, quota**	**May 2**
Pontiac Firebird	**$300-$500**	**May 2**
Grand Prix	**$500**	**May 2**
Hyundai (1989-90 models)		
Excel	**$250**	**April 18**
Sonata*	**$800-$1,500**	**April 18**
*$500 extra starting with sixth sale		
Isuzu (1990 models)		
Pickups*	**$800-$1,300 based on number sold**	**June 30**
Trooper	**$900-$1,400 based on number sold**	**June 30**
*$200 extra on 4wd models		
Mitsubishi (1989-1990 models)		
Cars, trucks*	**$500-$2,000 based on number sold**	**June 30**
*Payments vary by regions.		
Nissan		
Stanza (1989-90)	**$500-$1,000**	**May 2**
Axxess (1990)	**$1,000**	**May 2**
Pathfinder (1989)	**$1,500**	**May 2**
Saab (1989 models)	$3,000-$5,000	April 30
Subaru (1989 models)		
Justy ECVT	$1,200	May 2
Other Justy	$500	May 2
XT, XT6	$1,500	May 2
Subaru (1990 models)		
Loyale	**$400**	**May 2**
Legacy	**$500-$1,500**	**May 2**
Suzuki		
Samurai (1988-89)	$1,000	June 4
Swift (1989)	$1,000-$2,000	June 4
Sidekick (1989)	$500-$2,500	June 4
Swift (1990)	**$400**	**June 4**
Sidekick (1990)	**$700-$1,500**	**June 4**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

4-day week cuts build of cars, trucks

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Last week's targeted domestic car and truck production declined as all but one U.S. assembly plant closed for Good Friday.

Automakers scheduled output of 103,219 units, down 6.98 percent from the prior week's build as plants worked a four-day week. Car output was 35.69 percent below the year-ago week, which was a full work week.

So far this year, 1,685,903 cars have been built, 24.02 percent below 1989 at this point.

Companies shared last week's scheduled production as follows: General Motors, 41.57 percent; Ford Motor Co., 24.73 percent; Chrysler Corp., 11.96 percent; Honda of America Manufacturing Inc., 6.60 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.26 percent; Mazda Motor Manufacturing (USA) Corp., 3.00 percent; Diamond-Star Motors Corp., 2.19 percent; New United Motor Manufacturing Inc., 3.97 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.38 percent; and Subaru-Isuzu Automotive Inc., 0.34 percent.

Truck production was estimated at 69,624 units last week, 12.26 percent below the prior week and 21.95 percent below the year-ago week.

Year-to-date, truckmakers have assembled 1,105,483 units, 17.67 percent below last year's build.

Toyota's Georgetown, Ky., plant was the only U.S. car assembly facility that worked Good Friday.

All Big 3 plants will extend their Easter holiday until Tuesday.

GM's Oklahoma City plant reopened last week after a one-week shutdown for schedule adjustment.

Ford slated daily overtime last week at the Wayne, Mich., and Wixom, Mich., car plants.

Daily truck overtime was scheduled at Ford's St. Paul, Minn.; St. Louis; Kansas City, Mo.; Lorain, Ohio; and Louisville, Ky., plants.

Canada pinched by short week

Canadian assembly plants were closed Good Friday along with their U.S. counterparts.

The four-day week caused car and truck production to dip from the totals for the prior week and the year-ago week.

Last week's scheduled Canadian car production of 13,623 was 32.76 percent below the previous week and 39.13 percent below the year-ago week.

So far this year, 283,261 cars have been assembled, 4.64 percent below last year's total at this time.

Targeted Canadian truck assembly of 15,022 units last week was 24.73 percent below the previous week and 19.36 percent below the year-ago week.

To date, 1990 truck output is 262,316 units, 12.50 percent below the year-ago total.

Ford closed its Oakville, Ontario, plant last week because of a slowdown in dealer orders. The plant is expected to resume output tomorrow.

U.S. CAR	Week Ended Apr. 14, 1990	Week Ended Apr. 15, 1989	Week Ended Apr. 7, 1990	Apr to Date	Jan. 1 to Apr. 14, 1990	Jan. 1 to Apr. 15, 1989
Horizon	0	820	0	0	4,327	2,198
Sundance	1,600	2,394	0	1,600	20,355	34,656
Acclaim	1,800	2,301	0	1,800	21,657	35,128
Total Plymouth	3,400	5,515	0	3,400	46,339	71,982
LeBaron A	250	0	1,428	1,678	7,039	0
LeBaron J	0	2,769	0	0	8,332	33,889
LeBaron GTS	1,100	0	0	1,100	1,100	2,946
N. Yorker C-Class	300	2,113	0	300	5,426	35,787
Fifth Avenue	500	0	0	500	7,700	0
Imperial	400	0	0	400	5,071	0
Total Chrysler	2,550	4,882	1,428	3,978	34,668	72,622
Omni	0	958	0	0	4,078	2,699
Daytona	700	1,851	942	1,642	7,338	32,323
Shadow	1,600	2,396	0	1,600	22,885	35,140
Dynasty	2,400	3,372	0	2,400	31,387	47,038
Lancer	0	0	0	0	0	1,528
Spirit	1,700	2,268	0	1,700	23,245	32,557
Total Dodge	6,400	10,845	942	7,342	88,933	151,285
CHRYSLER MOTORS	12,350	21,242	2,370	14,720	169,940	295,889
Escort	5,051	8,582	5,213	10,264	48,668	98,408
Mustang	0	4,516	0	0	38,906	73,163
Tempo	2,526	3,396	3,374	5,900	37,152	49,455
Taurus	5,811	8,863	7,697	13,508	112,412	118,930
Thunderbird	2,588	3,480	0	2,588	31,617	54,467
Total Ford Div.	15,976	28,837	16,284	32,260	268,755	394,423
Topaz	994	2,104	1,191	2,185	14,758	20,903
Cougar	1,912	3,250	0	1,912	21,171	45,611
Sable	2,597	2,227	3,070	5,667	32,237	38,890
Total Mercury	5,503	7,581	4,261	9,764	68,166	105,404
Continental	903	1,444	1,315	2,218	16,124	22,009
Mark VII	445	478	655	1,100	8,040	8,576
Town Car	2,702	2,878	3,946	6,648	48,533	40,150
Total Lincoln	4,050	4,800	5,916	9,966	72,697	70,735
Total L-M Div.	9,553	12,381	10,177	19,730	140,863	176,139
FORD MOTOR CO.	25,529	41,218	26,461	51,990	409,618	570,562
Skyhawk	0	457	0	0	0	4,860
Skylark/Somerset	1,528	1,323	2,281	3,809	24,446	16,172
Century	248	2,378	0	248	17,205	35,961
Riviera	429	573	553	982	6,599	8,534
Electra	3	1,953	20	23	12,354	25,010
LeSabre (fwd)	3,085	4,965	3,682	6,767	45,668	36,554
LeSabre (rwd)	92	168	115	207	1,978	2,845
Reatta	164	0	204	368	2,461	1,976
Total Buick	5,549	11,817	6,855	12,404	110,711	131,912
Eldorado	503	907	630	1,133	6,367	11,560
Seville	554	689	693	1,247	8,092	8,459
Brougham (rwd)	816	830	964	1,780	11,450	13,081
DeVille (fwd)	3,261	4,268	4,003	7,264	45,269	67,258
Allante	69	0	87	156	1,038	1,003
Total Cadillac	5,203	6,694	6,377	11,580	72,216	101,361
Cavalier	5,032	7,562	7,444	12,476	85,956	119,146
Camaro	1,616	2,709	1,899	3,515	14,041	36,594
Celebrity	0	2,497	0	0	0	45,638
Corsica/Beretta	4,928	8,673	6,077	11,005	80,179	126,012
Caprice	2,496	5,188	3,069	5,565	64,370	61,158
Corvette	448	560	560	1,008	6,608	7,768
Total Chevrolet	14,520	27,189	19,049	33,569	251,154	396,316
Calais	1,686	2,308	2,496	4,182	25,647	27,935
Cutlass Ciera	288	1,912	0	288	23,448	25,086
Cutlass Supreme	1,564	0	1,872	3,436	23,852	27,265
Toronado	306	191	372	678	6,206	3,275
88 (fwd)	870	3,457	2,089	2,959	23,571	47,098
88 (rwd)	120	176	114	234	1,204	2,222
98	883	2,152	1,137	2,020	16,263	28,254
Total Oldsmobile	5,717	10,196	8,080	13,797	120,191	161,135
Sunbird	3,200	3,249	3,971	7,171	37,626	44,226
Grand Am	3,840	6,074	4,741	8,581	51,526	75,391
Firebird	820	1,401	1,180	2,000	8,195	21,790
Grand Prix	2,476	4,000	3,087	5,563	30,037	42,407
Pontiac 6000	264	2,576	0	264	16,099	27,819
Bonneville	1,304	2,938	1,918	3,222	18,950	28,982
Safari/Parisienne	0	100	0	0	0	1,599
Total Pontiac	11,904	20,338	14,897	26,801	162,433	242,214
GENERAL MOTORS	42,893	76,234	55,258	98,151	716,705	1,032,938
DIAMOND-STAR	2,264	1,181	2,865	5,129	40,947	11,659
HONDA	6,815	7,745	8,763	15,578	127,817	115,205
Civic	2,020	2,743	2,574	4,594	33,877	38,649
Accord	4,795	5,002	6,189	10,984	93,940	76,556
MAZDA†	3,092	5,075	4,055	7,147	54,620	71,527
NISSAN	1,422	2,086	1,668	3,090	33,166	33,948
NUMMI	4,100	3,919	4,933	9,033	60,469	58,028
Corolla	2,000	1,426	2,455	4,455	31,743	24,357
Geo Prizm/Nova	2,100	2,493	2,478	4,578	28,726	33,671
SUBARU-ISUZU	356	0	363	719	8,079	0
TOYOTA	4,398	1,813	4,234	8,632	64,542	29,097
Total Cars, U.S.	103,219	160,513	110,970	214,189	1,685,903	2,218,853
Total Cars, Canada	13,623	22,381	20,259	33,882	283,261	297,055
U.S., Canada Cars	116,842	182,894	131,229	248,071	1,969,164	2,515,908
U.S., Canada Cars and Trucks	201,488	290,726	230,538	432,026	3,336,963	4,158,371

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Apr. 14, 1990	Week Ended Apr. 15, 1989	Week Ended Apr. 7, 1990	Apr to Date	Jan. 1 to Apr. 14, 1990	Jan. 1 to Apr. 15, 1989
Monaco	0	0	0	0	3,593	0
Premier	0	1,275	0	0	1,252	14,885
CHRYSLER MOTORS	0	1,275	0	0	4,845	14,885
Tempo	0	3,332	2,463	2,463	36,657	50,014
Topaz	0	1,475	1,382	1,382	12,503	21,044
Crown Victoria	2,192	2,567	2,949	5,141	34,925	39,979
Grand Marquis	1,842	3,151	2,443	4,285	31,745	45,024
FORD MOTOR CO.	4,034	10,525	9,237	13,271	115,830	156,061
Celebrity	0	204	0	0	5,292	2,908
Cutlass Ciera	0	3,726	0	0	22,305	55,091
Lumina	4,156	2,723	4,972	9,128	63,886	15,660
Regal	2,084	1,972	2,156	4,240	49,332	23,339
GENERAL MOTORS	6,240	8,625	7,128	13,368	79,398	96,998
HONDA	1,720	1,514	2,124	3,844	31,413	24,493
HYUNDAI*	310	0	310	620	4,732	0
TOYOTA	1,175	262	1,280	2,455	16,990	2,059
VOLVO	144	180	180	324	2,627	2,559
Total Cars, Canada	13,623	22,381	20,259	33,882	283,261	297,055

U.S. TRUCK	Week Ended Apr. 14, 1990	Week Ended Apr. 15, 1989	Week Ended Apr. 7, 1990	Apr to Date	Jan. 1 to Apr. 14, 1990	Jan. 1 to Apr. 15, 1989
Caravan	1,500	2,110	2,048	3,548	33,375	33,600
Dakota	1,200	2,574	1,544	2,744	20,229	33,539
Caravan C/V	100	185	148	248	2,225	3,057
Ram pickups	1,900	2,576	2,297	4,197	29,604	33,520
Total Dodge	4,700	7,445	6,037	10,737	85,433	103,716
Cherokee	2,300	4,611	0	2,300	46,040	68,323
Comanche	100	533	0	100	2,079	10,279
Grand Wagoneer	0	0	0	0	1,260	4,383
Wagoneer	50	196	0	50	991	3,022
Total Jeep	2,450	5,340	0	2,450	50,370	86,007
Voyager	1,500	1,989	2,051	3,551	32,041	32,322
Town & Country	50	0	73	123	1,106	0
Total C-P Div.	1,550	1,989	2,124	3,674	33,147	32,322
CHRYSLER MOTORS	8,700	14,774	8,161	16,861	168,950	222,045
Aerostar	3,844	4,949	4,833	8,677	53,648	74,278
Bronco	947	1,424	1,148	2,095	15,794	26,934
Bronco II	3,173	2,621	4,035	7,208	29,076	41,716
Econoline	3,876	5,166	4,714	8,590	53,366	74,258
Mediums/Heavies	937	1,712	1,131	2,068	14,653	20,650
Light trucks	7,519	11,676	8,932	16,451	129,684	164,119
Ranger	5,227	7,101	6,863	12,090	87,323	109,973
Total Ford Div.	25,523	34,649	31,656	57,179	383,544	509,928
FORD MOTOR CO.	25,523	34,649	31,656	57,179	383,544	509,928
Astro	2,282	3,386	2,814	5,096	31,514	52,427
Blazer	345	665	437	782	4,711	8,403
Lumina APV	1,624	0	2,626	4,250	28,499	0
Mediums/Heavies	181	0	179	360	2,231	1,312
P-Model	502	748	641	1,143	6,690	9,438
Pickups	5,723	6,617	7,072	12,795	104,221	123,978
S-10	3,462	4,972	4,468	7,930	67,715	86,019
S-10 Blazer	3,208	3,905	4,452	7,660	31,748	57,822
Sportsvan/Van	1,626	2,004	2,047	3,673	17,134	28,801
Suburban	1,261	1,788	1,627	2,888	18,939	23,353
Total Chevrolet	20,214	24,085	26,363	46,577	313,402	391,553
Jimmy	102	165	121	223	1,588	2,514
Mediums/Heavies	443	0	607	1,050	3,000	1,496
P-Model	58	123	48	106	833	1,233
Pickups	2,146	3,169	2,602	4,748	35,159	36,165
S-15	925	1,215	1,029	1,954	16,929	20,137
S-15 Jimmy	967	1,199	1,358	2,325	9,753	16,448
Safari	726	1,169	833	1,559	9,566	12,450
Suburban	531	697	604	1,135	8,159	9,349
Vandura/Rally Vans	342	518	416	758	6,772	7,653
Total GMC	6,240	8,255	7,618	13,858	91,759	107,445
Olds Silhouette	436	0	665	1,101	8,629	0
Pontiac Trans Sport	512	0	870	1,382	15,870	0
GENERAL MOTORS	27,402	32,340	35,516	62,918	429,660	498,998
NAVISTAR	1,312	1,778	180	1,492	21,082	26,086
NISSAN	2,898	2,212	2,963	5,861	44,659	39,963
SUBARU-ISUZU	339	0	425	764	8,148	0
AM GENERAL*	450	450	450	900	6,840	6,570
MISCELLANEOUS*	3,000	3,000	0	3,000	42,600	39,100
Total Trucks, U.S.	69,624	89,203	79,351	148,975	1,105,483	1,342,690

CANADIAN TRUCK	Week Ended Apr. 14, 1990	Week Ended Apr. 15, 1989	Week Ended Apr. 7, 1990	Apr to Date	Jan. 1 to Apr. 14, 1990	Jan. 1 to Apr. 15, 1989
Caravan	2,140	3,135	3,291	5,431	47,692	46,112
Caravan C/V	200	342	320	520	3,666	3,204
Ram Wagon	436	0	529	965	6,490	8,513
Ram Van	1,100	0	1,391	2,491	16,456	22,156
Total Dodge	3,876	3,477	5,531	9,407	74,304	79,985
Voyager	1,756	2,757	2,671	4,427	39,427	40,164
Total Plymouth	1,756	2,757	2,671	4,427	39,427	40,164
Wrangler	1,200	1,867	1,573	2,773	13,677	24,033
Total Jeep	1,200	1,867	1,573	2,773	13,677	24,033
CHRYSLER MOTORS	6,832	8,101	9,775	16,607	127,678	144,182
FORD MTR. (lt. trks.)	2,546	3,439	3,208	5,754	41,002	51,433
Light trucks	2,764	2,035	3,454	6,218	52,722	49,090
Vans	1,128	1,386	1,225	2,353	12,604	20,575
Total Chevrolet	3,892	3,421	4,679	8,571	65,326	69,669
Light trucks	1,140	2,666	1,523	2,663	20,242	20,922
Vans	432	735	547	979	5,271	9,882
Total GMC	1,572	3,401	2,070	3,642	25,513	30,804
GENERAL MOTORS	5,464	6,822	6,749	12,213	90,839	100,473
NAVISTAR	180	267	226	406	3,067	3,685
Total Trks., Canada	15,022	18,629	19,958	34,980	262,316	299,773
U.S., Canada Trks.	84,646	107,832	99,309	183,955	1,367,799	1,642,463

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.